THE EASY GUIDE TO REPERTORY GRIDS

Devi Jankowicz

Graduate Business School University of Luton, UK



CONTENTS

List of Figures
List of Tables
About the Author
Preface xvii
1. INTRODUCTION
1.1 How to Use This Guidebook 1
1.2 What This Book Contains
1.3 What This Book Misses Out
1.4 A Word About the Examples 7
2. THE REPERTORY GRID: A BASIC DESCRIPTION
2.1 The Basic Repertory Grid 8
2.1.1 The Basic Constituents of a Grid 10
Constructs
Topic
Elements
Ratings
2.1.2 So What is a Repertory Grid? 14
2.1.3 A Description of the Other Person in Their Own Terms 15
2.2 An Example of a Completed Repertory Grid 16
2.3 Points to Remember
Things to Do
Exercise 2.1 Specifying Constructs
Exercise 2.2 Understanding the Background
Things to Read

3. ELICITING A REPERTORY GRID	22
3.1 Grid Elicitation	22
3.1.1 The Interview: Setting and Style	22
3.1.2 The Basic Procedure Is in 10 Steps	24
3.2 The Background to the Standard Procedure	27
3.2.1 Choosing the Topic	27
Two Rules of Thumb	28
Qualifying Phrases	28
3.2.2 Choosing Elements	29
Elements Chosen by Investigator	30
Elements Chosen by Interviewee	30
Elements Chosen by Negotiation between	
Investigator and Interviewee	
Elicited Elements	
3.2.3 Specifying Constructs	
Laddering Down	34
Qualifying Phrases as a Focus	35
3.2.4 Obtaining Ratings	36
3.3 Thinking About Yourself	37
Things to Do	37
Exercise 3.1 A First Practice Grid	37
Exercise 3.2 Designing a Grid	38
Exercise 3.3 A Self-Grid	39
Things to Read	39

4.	QUESTIONS ABOUT GRID WORK	41
	4.1 Simple Procedural Issues: Questions and Answers	42
	4.1.1 Questions About the Elements	42
	4.1.2 Questions About the Constructs	42
	4.1.3 Questions About the Rating Procedure	47
	4.1.4 And, Overall	51
	4.2 Capturing Meaning by Using a Grid	52
	4.2.1 Triadic Elicitation	53
	4.2.2 The Full Context Form	53
	4.2.3 Dyadic Elicitation	53
	4.2.4 Elaboration	54
	4.2.5 The 'Catch-All' Question	54

	4.2.6 Alternatives to Rating	54
	Grouping the Elements	54
	Ranking the Elements	55
	4.2.7 Supplied Constructs	56
	4.2.8 Supplied Elements	57
	4.3.1 Being a Good Observer	58
	4.3.2 Storytelling	59
	Self-Characterisation	59
	Characterising Others	60
	Other Monadic Procedures	60
	4.3.3 Non-Verbal Techniques?	61
	4.4 Increasing Detail and Variety	64
	4.4.1 Laddering Down – Asking 'How, in What Way?'	64
	Rating the Laddered Constructs in the Grid	67
	4.4.2 Pyramiding Technique	67
	Rating the Pyramided Constructs in the Grid	68
	Things to Do	69
	Exercise 4.1 Handling the Interview	69
	Exercise 4.2 Practising Pyramiding.	69
	Things to Read	70
5.	. DESCRIPTIVE ANALYSIS OF A SINGLE REPERTORY GRID	71
0.	5.1 An Overview	
	5.2 A Stance Towards Analysis.	
	5.3 Describing the Basic Grid	
	5.3.1 Process Analysis	77
	The Topic	78
	The Elements.	
	The Constructs	78
	The Ratings	
	5.3.2 Eyeball Analysis	
	5.3.3 Characterising Constructs	
	Core Versus Peripheral Constructs	83
	Propositional Versus Constellatory Constructs	85
	Pre-emptive Constructs	87
	Other Types of Construct.	88
	Standard Classification Schemes.	88

	Things to Do	89
	Exercise 5.1 Practising Process Analysis	
	Exercise 5.2 Practising Eyeball Analysis and	
	Construct Categorisation	90
	Exercise 5.3 Characterising Constructs	91
	Things to Read	91
6.	. ANALYSING RELATIONSHIPS WITHIN A SINGLE GRID	93
	6.1 Simple Relationships	95
	6.1.1 Simple Relationships Between Elements	96
	6.1.2 Simple Relationships Between Constructs	103
	6.1.3 Simple Relationships in Summary	118
	6.2 Cluster Analysis.	118
	6.2.1 Rationale for Cluster Analysis	119
	6.2.2 Procedure for Interpretation of a Cluster Analysis	121
	Elements	123
	Constructs	124
	6.3 Principal Components Analysis	127
	6.3.1 Rationale for Principal Components Analysis	127
	Constructs and Components	130
	Elements and Components	130
	6.3.2 Procedure for Interpretation of Principal	
	Components Analysis	131
	0 0	137
	0	139
	i 0	139
	1	140
	Exercise 6.3 Turning Element Differences into % Similarities	141
	Exercise 6.4 Relationships Among Constructs	
	Exercise 6.5 Turning Construct Differences into % Similarities	142
	Exercise 6.6 Finding Your Way Round a Principal	
	Components Analysis Plot.	
	Things to Read	144
	ANALVEING MORE THAN ONE OPPO	145
1.	ANALYSING MORE THAN ONE GRID	0
	7.1 The Nature of the Problem	146
	······································	146
	7.1.2 Research Design	147

7.2 Generic Approaches to Content Analysis		148
7.2.1 Bootstrapping Techniques		148
The Core-Categorisation Procedure		149
The Generic Content-Analysis Procedure		151
Design Issues: Differential Analysis		152
Reliability		155
7.2.2 A Design Example		164
In Conclusion		165
7.2.3 Standard Category Schemes		166
Bootstrapped Schemes		167
Theory-Based Schemes		167
Combining Bootstrapped and Theory-Based Approache		168
7.3 Honey's Content Analysis		169
7.3.1 Rationale		170
7.3.2 Procedure		173
7.4 In Conclusion		177
Things to Do		180
Exercise 7.1 Identifying Categories		180
Exercise 7.2 Practising Content Analysis: D-I-Y.	••••	181
Exercise 7.3 Preparing Grid Data for Honey's Technique		182
Things to Read		182
8. WORKING WITH PERSONAL VALUES		185
8.1 Capturing Personal Values.		185
8.1.1 Laddering Up to Arrive at Values		187
8.1.2 The Process of Values Elicitation		189
How Do I Know That I've Got There?		192
What Do I Do if I Can't Seem to Get There?		194
A Reminder		195
8.2 Prioritising Personal Values: Resistance-to-Change Technique	e	197
Things to Do		204
Exercise 8.1 Explore Your Own Personal Values		204
Exercise 8.2 Which of Your Values Are Resistant to Change?	• • • •	206
Exercise 8.3 Working with Value Hierarchies		
Things to Read		208
9. ALTERNATIVE WAYS OF CONSTRUING		209
9.1 Identifying Personal Changes in Construing.		
9.1.1 Identifying Personal Change: The Simple Change Grid.		
9.1.2 Identifying Personal Change: The Messy Change Grid		214

9.2. Identifying Differences Between People	221
9.2.1 Facilitating Mutual Exploration: Simple Partnering	223
9.2.2 Entering Another Person's World: The Exchange Grid	225
9.3 In Conclusion.	230
Things to Do	232
Exercise 9.1 A Simple Change Grid Analysis	232
Exercise 9.2 Handling a More Complex Change	232
Exercise 9.3 An Exchange Grid	233
Things to Read	233
Appendix 1 Answers to Exercises	235
Appendix 2 Extracts from the Transcript of a Grid Session	257
Appendix 3 Element % Similarity Scores	271
Appendix 4 Construct % Similarity Scores	272
Appendix 5 Extracts from the Transcript of a	
Resistance-to-Change Session	273
Appendix 6 The Formal Content of Kelly's Personal Construct Theory	277
Appendix 7 Aide-mémoire/Summary of Grid Procedures	280
Glossary	292
References	296
Index of Names and First-named Authors	301
Subject Index	302